



MIDWESTERN STATE UNIVERSITY

Operating Policies & Procedures Manual

University Operating Policy/Procedure (OP) OP 32.02: Honorific and Gift-Related Namings

Approval Authority: President
Policy Type: University Operating Policy Procedure
Policy Owner: Vice President for University Advancement/Public Affairs
Responsible Office: University Advancement and Public Affairs
Next Scheduled Review: 02/01/2025

I. Policy Statement

Midwestern State University ("MSU" or "University"), a component institution of the Texas Tech University System ("System" or "TTUS"), will name facilities, academic units, programs, and endowments in honor of individuals or entities when it promotes the University's educational and cultural mission and recognizes exceptional contribution or service to the University or society. All such naming actions will be in accordance with the *MSU Operating Policies and Procedures Manual*.

II. Reason for Policy

To provide protocol for naming facilities, academic units, programs, and endowments to ensure consistent review of proposed naming and maintain compliance with the *MSU Operating Policies and Procedures Manual*.

III. Application of Policy

This policy applies to all University employees directly involved in fundraising, donor recognition, and honorific endeavors for the University, including officers, deans, faculty, and staff.

IV. Definitions

Gift - means a voluntary, philanthropic, and irrevocable transfer of assets received from another without adequate consideration. A gift may be made through a number of vehicles, including but not limited to cash, stock, estates, trusts, in-kind, and real estate.

Naming - the application and direct association of an individual, organization, or corporate name to a University facility (physical room, building, space, or other

property), academic unit (college, school, department, center, or program), endowment, or other University entity.

V. Procedures and Responsibilities

A. Types of Naming

1. Gift-Related Naming: A gift-related naming occurs when a donor makes a qualifying tax-deductible contribution to the University or to the MSU Foundation or to the MSU Charitable Trust and is recognized with a naming.
2. Gift-Related Corporate Naming: A gift-related corporate naming is the naming of property, programs, academic positions, or endowments whereby a business entity makes a tax-deductible gift to the University or to the MSU Foundation or to the MSU Charitable Trust and is recognized with a naming. A gift-related corporate naming shall be reviewed and approved by the Vice President for University Advancement and Public Affairs and the President prior to being submitted to the Board of Regents for final approval. Gift-related corporate naming rights will include a term limit. A corporate naming requires an agreement between the corporation and the institution in accordance with MSU OP 30.01: Approval and Execution of University Contracts.
3. Corporate Naming: A corporate naming involves the sponsorship by a corporation or business entity that seeks to purchase advertising and marketing exposure and is not considered a gift. A corporate naming requires an agreement with the corporation and the University in accordance with MSU OP 30.01: Approval and Execution of University Contracts. Corporate naming rights will include a term limit. Corporate naming, including sponsorships, should be reviewed by the Vice President for University Advancement and Public Affairs prior to being submitted to the President for approval.
4. Honorific Naming: An honorific naming may be bestowed in recognition of the dedication or meritorious contribution of a person. A person being recognized by an honorific naming must have exhibited values consistent with the mission and vision of the University, must have an established relationship with the University, and must have contributed measurably to the good of society. When an individual is considered for an honorific naming, the proposal shall be reviewed and approved by the Vice President for University Advancement and Public Affairs, General Counsel, and the President prior to being submitted to the Board of Regents for final approval.
5. General Provisions: The same gift will not typically be used for more than one naming opportunity. Exceptions must be recommended by the Vice President for University Advancement and Public Affairs and processed in accordance with MSU OP 30.01: Approval and Execution of University Contracts before being submitted to the President for approval.

B. Naming Opportunities and Necessary Approvals

1. Honorific Namings: The Board of Regents must approve all honorific namings. Honorific naming requests will be submitted to the Vice President for University

Advancement and Public Affairs and the President for review and approval before being submitted to the Board of Regents for final approval.

2. Buildings and Other Major Facilities: Naming of buildings and other major facilities, such as stadiums, wings of buildings, large auditoriums, concert halls and clinics, must be approved by the Board of Regents following the recommendations of the President. The criteria for a gift-related naming will consider the value, visibility, improvements, and marketability of the location and an individual, foundation, or corporation providing funding to build new facilities, to renovate or expand existing facilities, or to provide an endowment for the support of a facility or facility-based program of the University may have an area named after the donor provided 50% of the cost of the designated area and/or equipment therein is contributed by the donor. For new construction, renovation or expansion, the 50% threshold applies to the estimated construction cost as verified by the associate vice president for facilities and approved by the Board. The estimated construction costs shall be comprised of site preparation, building foundations, the building envelope, interior finishes, and the mechanical / electrical / plumbing infrastructure within five feet of the building footprint. Estimated construction costs shall exclude building demolition. To name an existing facility, the 50% threshold applies to the estimated replacement cost of construction of the facility to be named, as verified by the associate vice president for facilities services.
3. Areas within Buildings and Other Major Facilities: Naming of areas within buildings and other major facilities such as, but not limited to, bricks, pavers, atriums, specific rooms, lecture halls, laboratories and workshops, must be approved by the President upon the recommendation of the Vice President for University Advancement and Public Affairs and the Dean of, or the Vice President for, the corresponding college, school, or administrative department. Approval from the Board of Regents is required when the current value of the area is equal to or more than \$500,000 or the gift associated with the naming of the area equals \$1,000,000 or more. The process of creating naming thresholds for a new or existing building or space should be coordinated by the Vice President for University Advancement and Public Affairs in collaboration with the appropriate Dean or official. A gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation of no less than the original construction cost, renovation cost, or current value of the area within the building and other major facilities.
4. Grounds, Outdoor Renovations, Gardens, Trees, and Benches: Gift-related naming of grounds, outdoor renovations, gardens, trees, and benches must be approved by the President upon the recommendation of the Vice President for University Advancement and Public Affairs in consultation with the Associate Vice President for Facilities Services. When the value of the area to be named is equal to or more than \$500,000 or more, or the gift associated with the naming equals \$1,000,000 or more, the Board of Regents must provide final approval of the naming. A gift-related naming will consider the value, visibility, improvements, and marketability of the location and will be based on a minimum donation of no less than the original construction cost, renovation cost, or current value of the property.

5. Streets: The naming of all streets located on the campus of the University or on a property owned by the University must be approved by the Board of Regents. Prior to submission to the Board of Regents, the President must approve the naming upon the recommendation of the Vice President for University Advancement and Public Affairs. The naming of a street is a rare occurrence for which there is not an established gift requirement.
6. Real Property: Naming of real property must be approved by the Board of Regents. Prior to submission to the Board of Regents for final approval, the President must approve the naming upon the recommendation of the Vice President for University Advancement and Public Affairs. Real property given to the University may be named in consideration of the gift of the donor's entire interest in the property.
7. Colleges, Schools, and Departments: Naming of colleges, schools, and departments will consider the value, visibility, improvements, and marketability of the college, school, or department and must be approved by the President, upon the recommendation of the Provost and Vice President for Academic Affairs, the Dean of the respective college, school, or department and the Vice President for University Advancement and Public Affairs, prior to being submitted to the Board of Regents for final approval.
8. Academic Positions: Naming of academic positions must be approved by the President upon the recommendation of the Provost and Vice President for Academic Affairs, Dean of the respective college or school and the Vice President for University Advancement and Public Affairs. If the cash value of the gift equals \$1,000,000 or more, the Board of Regents must provide final approval of an academic position naming. A gift-related naming will consider the value and visibility of the position and will be based on the following minimum donations:

Endowed Deanship	\$2,000,000
Endowed Chair	\$1,500,000
Endowed Distinguished Professorship	\$1,000,000
Endowed Directorship	\$750,000
Endowed Faculty Fellowships	\$500,000
9. For corporate academic naming involving a sponsorship agreement, the naming of academic positions must be presented to the Board of Regents for final approval if the value of the agreement is \$500,000 or more.
10. Graduate Fellowships: Graduate fellowships must be approved by the President upon recommendation of the Dean of the respective college or school and the Vice President for University Advancement and Public Affairs. When the cash value of the gift equals \$250,000 or more, the Board of Regents must provide final approval of a named graduate fellowship. Graduate fellowships will be based on a minimum donation of \$75,000.
11. Programs, Institutes, Centers, and Other Organizations: Naming of programs, institutes, center, and other entities must be approved by the President upon the

recommendation of the Provost and Vice President for Academic Affairs, the Dean of the respective college or school and the Vice President for University Advancement and Public Affairs, regardless of the cash value of the gift. If acceptable to the President, a gift of \$1,000,000 or more associated with this type of naming will be recommended by the President to the Board of Regents for final approval.

12. Endowments: Named endowed scholarships, or other named endowments, must be approved by the President upon recommendation of the Dean of the respective college or school and the Vice President for University Advancement and Public Affairs. Named endowments will be based on the following minimum donations:

Endowed Provost Initiative Fund	\$1,000,000
Endowed MSU Boundless Opportunities Scholarship	\$500,000
Endowed Athletic Director or Head Coach	\$500,000
Endowed Coach	\$250,000
Endowed Lectureship	\$250,000
Endowed Lecture Series	\$250,000
Endowed Scholarship	\$25,000
Endowed Unrestricted Excellence Fund	\$25,000

13. Miscellaneous Naming Opportunities: Naming opportunities that are not otherwise set forth in this policy must be approved by the President and Vice President for University Advancement and Public Affairs, regardless of the cash value of the gift. If the value of the naming is equal to or more than \$500,000 or the gift associated with the naming is \$1,000,000 or more, the Board of Regents must provide final approval of the naming.

C. Guidelines

1. Relationship: A gift-related naming opportunity requires that the gift amount must be reasonably related to the facility, place, position, or item being named, as approved by the President upon recommendation of the Vice President for University Advancement and Public Affairs.
2. Determination of Current Value: Where current value is required to be determined under this policy, the determination shall be made through the Associate Vice President for Facilities Services.
3. Donor Recognition: The designation of a naming shall not be publicly announced until final approval has been obtained as required under this policy. Further, a donor shall not be publicly recognized in regard to a naming until the University has received at least 50% of any gift related to the naming with the remainder to be received within five years. Irrevocable planned gifts will proceed as cash received. Revocable planned gifts will not receive recognition or naming rights until the gift is realized.
4. Gifts of Monies, Securities, Real Estate, Personal property and Other Types of Gifts: The President has the authority to allow various types of

gift arrangements other than monies, securities, real estate, and personal property to be gifted in consideration of a naming, in accordance with gift acceptance policies established by the *MSU Operating Policies and Procedures Manual*. These arrangements may include, but are not limited to, charitable trusts, charitable gift annuities, bargain sales, life estate gifts, life insurance, irrevocable beneficiary designations, and gifts of less than the entire interest in a property. In the event a naming requires approval of the Board of Regents, the Board shall be informed of the manner in which the gift is intended to be made, and the Board shall determine whether it is in the best interest of the University to accept or reject the gift.

5. Duration of a Naming: A naming in recognition of a gift shall be for the life of the building, other facility, program, or endowment, or item being named unless otherwise agreed to in the gift agreement.
6. Corporate Namings: A corporate naming must be in accordance with the *MSU Operating Policies and Procedures Manual* and the requirements of Texas Education Code, section 51.923 and this policy. A corporate naming shall be for a specific period of time as outlined in the sponsorship agreement.
7. Fundraising, Development Campaigns, and Marketing of Naming Opportunities: All fundraising and development campaign efforts related to naming opportunities and the marketing of naming opportunities must be approved by the President and the Vice President for University Advancement and Public Affairs. The President shall be responsible for obtaining required approvals related to naming. The President may delegate responsibilities to the Vice President for University Advancement and Public Affairs for coordination of fundraising and development campaign efforts to secure gifts related to naming opportunities.
8. Delegation of Authority: The President delegates to the Vice President for University Advancement and Public Affairs the authority to review and recommend for approval all gift-related naming opportunities of \$100,000 or more prior to the solicitation of any prospective donor. No commitment regarding naming for such gifts shall be made to a donor or honoree prior to appropriate approvals. Proposals shall be made in writing in accordance with the requirements of this policy and reviewed by the Vice President for University Advancement and Public Affairs before being presented to a donor. A gift agreement stating the terms of the gift-related naming must be created and processed by the office of the Vice President for University Advancement and Public Affairs and in accordance with MSU Policy 2.24 (Approval and Execution of University Contracts) and signed by the donor and approved representatives of the University, and the appropriate MSU Foundation or MSU Charitable Trust representative, when applicable.

- D. Exceptions: The President reserves the power to grant a naming at her/his discretion and grant exceptions to University policies regarding naming opportunities when it is in the best interest of the University. For namings requiring the approval of the Board of Regents, the Board must approve any exception regarding such naming opportunities.

VI. Related Statutes, Rules, Regulations, Policies, and Forms

Related Statutes:

Texas Education Code, Section 51.923

Related Rules/Regulations:

TTUS Regents' Rule Chapter 06 – Institutional Advancement

TTUS *Regents' Rule* Chapter 13 – Namings

TTUS Regulation 04.02 – Philanthropic Events

TTUS Regulation 04.03 – Promises to Give

MSU OPs:

OP 30.01: Approval and Execution of University Contracts

OP 32.01: Gifts and Donations

Related Forms:

Forms associated with the “naming” process must be obtained from the office of the Vice President for Advancement and Public Affairs.

VII. Responsible Office

Contact: University Advancement and Public Affairs

Phone: 940-397-4220

E-mail: rhonda.mcclung@msutexas.edu

VIII. History

- 10 Nov. 1989: Renumbered from MSU Policy and Procedure 3.333 to 4.146 by the Board of Regents. 11/10/2017
- 12 Nov. 1993: Modification to allow for unanimous approval of those members present and voting rather than total unanimity.
- 9 Aug. 1996: Paragraph 3 deleted in accordance with current University practice and to allow greater flexibility in University facility use.
- 8 Aug. 1997: Revised to reflect current policy and procedure.
- 10 Nov. 2017: Completely revised and renamed “Honorific and Gift-Related Namings”; it had been “Naming Buildings and Other Facilities.”
- 11 Feb. 2020: Revised to add in Section V.A.2 that gift-related corporate naming rights will include a term limit; increase in Section V.B.2 the minimum donation for naming of buildings and other major facilities, such as stadiums, wings of buildings, large auditoriums, concert halls and clinics, from no less than 33% to 50% of the original construction cost, renovation cost, or current value of the property; and add the position of Athletic Director to Section V.B.11.
- 5 Aug. 2021: Renumbered by the MSU Board of Regents as Operating Policy/Procedure (OP) 32.02: Honorific and Gift-Related Namings.

1 Dec.2022: Minor/Non-substantive revisions approved by MSU President JuliAnn Mazachek.